

**WORK STUDY SESSION
NOTICE AND AGENDA**

DRAFT

**City of Scottsdale
Tourism Development Commission
8:00a.m., Tuesday, February 21, 2017
SkySong, Global Conference Room
1475 N. Scottsdale Rd., Scottsdale, AZ 85257**

The Tourism Development Commission receives public testimony during regular or special public meetings. Typically, the Tourism Development Commission does not take public testimony during “work study sessions.” These sessions are less formal (i.e. no action is taken); rather the Tourism Development Commission hears reports from city staff or others specifically invited to speak. Work study sessions are open to the public.

1. Call to Order

2. Roll Call

David Scholefield, Chairperson	Robert McCreary
Ren Hirose, Vice Chairperson	Carl Grupp
Linda Dillenbeck	Camille Hill
Frank Ashmore	

3. Introduction, Agenda Overview and Objectives

Steve Geiogamah, Tourism Development Manager

4. Tourism-Related Capital Projects Evaluation Process

Staff report and TDC discussion
Facilitator: Kit Weiss, Neighborhood Service Manager

5. Overview of City’s Tourism Event Activities

Staff report and TDC discussion
Karen Churchard, Tourism & Events Director

BREAK – 20 minutes

6. Tourism Event Funding Program – Establishing Criteria

Criteria to consider for the possible development of principles to guide TDC recommendations pertaining to future event programming including but not exclusive to the following:

- Reach and the quality of proposed marketing
- Producer’s investment in the event
- Number of tourism driver’s supported
- Total attendance and out-of-area attendance
- Event growth potential and approach

Facilitator Kit Weiss



Persons with a disability may request a reasonable accommodation by contacting
Holly Shannon at 480-312-2728 or HShannon@ScottsdaleAz.gov .
Requests should be made 24 hours in advance or as early as possible to allow time to arrange the accommodation.

7. Tourism Event Funding Program – Measuring the Criteria

Evaluation methods to consider in determining event funding levels

Staff report and TDC discussion

Facilitator: Kit Weiss

8. Summary – Next Steps

9. Adjournment



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